## SUMMARY OF FINAL DECISIONS ISSUED BY THE TRADEMARK TRIAL AND APPEAL BOARD April 21-25, 1997

| Date<br>Issued | Type of Case(1)            | Proceeding or Appn. No.              | Party or<br>Parties                             | TTAB<br>Panel(2)                | Issue   | TTAB<br>Decision  | Opposer's or Petitioner's<br>Mark and Goods or<br>Services | Applicant's or Respondent's<br>Mark and Goods or<br>Services  | Mark and Goods Cited<br>by Examining Attorney | Examining<br>Attorney | Citable as<br>Precedent<br>of TTAB |
|----------------|----------------------------|--------------------------------------|---|---------------------------------|---------|---|--|---|---|-----------------------|------------------------------------|
| 4-23           | OPP<br>OPP<br>CANC<br>CANC | 85,244<br>86,365<br>20,434<br>20,435 | Fabila<br>Foods, Inc.<br>v. Alex<br>Foods, Inc. | Seeherman<br>Hanak*<br>Hairston | 2(d)    | Opposition<br>s Sustained<br>and<br>Petitions to<br>Cancel<br>Granted | "LA HACIENDA" [Mexican foods]                              | "HACIENDA" and "HACIENDA (and design) [both marks for Mexican- type food products, namely, chili con carne, burritos, corn tortillas and corn tortilla strips]; "HACIENDA" (and design) [burritos, fajitas, enchiladas, and tamales]; "HACIENDA" [lard, fried pork skin, nixtamal, masa, salsa, chili, tostada shells, tortilla chips, taco chips, tortilla strips, cheese enchiladas, tamales, burritos, Mexican pan and cake] |   |                       | No                                 |
| 4-23           | EX                         | 74/505,121                           | Farmland<br>Foods, Inc.                         | Hanak<br>Quinn*<br>Walters      | 2(e)(1) | Refusal<br>Affirmed   |  | "GOURMET RIB BITES" [cooked barbecue ribs]  |   | Mullen                | No                                 |

| 4-23 | OPP | 94,781 | American      | Cissel    | 2(d) | Opposition | "AMERICAN LIFE            | "AMERICO LIFE INC"           |  | No |
|------|-----|--------|---------------|-----------|------|------------|---------------------------|------------------------------|--|----|
|      |     |        | Life Ins. Co. | Seeherman |      | Sustained  | INSURANCE                 | (and design) [life insurance |  |    |
|      |     |        | v. Americo    | Hairston* |      |            | COMPANY" (in              | underwriting services]       |  |    |
|      |     |        | Life, Inc.    |           |      |            | stylized lettering)       |                              |  |    |
|      |     |        |               |           |      |            | [underwriting life        |                              |  |    |
|      |     |        |               |           |      |            | insurance and annuities]; |                              |  |    |
|      |     |        |               |           |      |            | "ALICO" [underwriting     |                              |  |    |
|      |     |        |               |           |      |            | life and accident and     |                              |  |    |
|      |     |        |               |           |      |            | health insurance and      |                              |  |    |
|      |     |        |               |           |      |            | annuities];               |                              |  |    |
|      |     |        |               |           |      |            | "AMERICAN LIFE            |                              |  |    |
|      |     |        |               |           |      |            | INSURANCE                 |                              |  |    |
|      |     |        |               |           |      |            | COMPANY (and              |                              |  |    |
|      |     |        |               |           |      |            | design) [underwriting     |                              |  |    |
|      |     |        |               |           |      |            | life and accident and     |                              |  |    |
|      |     |        |               |           |      |            | health insurance and      |                              |  |    |
|      |     |        |               |           |      |            | annuities]                |                              |  |    |

<sup>(1)</sup> EX=Ex Parte Appeal; OPP=Opposition; CANC=Cancellation; CU=Concurrent Use; (SJ)=Summary Judgment; (R)=Request for Reconsideration

<sup>(2) \*=</sup>Opinion Writer; (D)=Dissenting Panel Member

## SUMMARY OF FINAL DECISIONS ISSUED BY THE TRADEMARK TRIAL AND APPEAL BOARD April 21-25, 1997 (continued)

| Date<br>Issued | Type of Case(1) | Proceeding or Appn. | Party or<br>Parties | TTAB<br>Panel(2)         | Issue                    | TTAB<br>Decision    | Opposer's or Petitioner's<br>Mark and Goods or<br>Services | Applicant's or Respondent's<br>Mark and Goods or<br>Services   | Mark and Goods Cited<br>by Examining Attorney | Examining<br>Attorney | Citable as<br>Precedent<br>of TTAB |
|----------------|-----------------|---------------------|---------------------|--------------------------|--------------------------|---------------------|--|--|---|-----------------------|------------------------------------|
| 4-24           | EX              | 74/414,040          | FHP, Inc.           | Sams<br>Quinn<br>Hohein* | 2(e)(1)<br>[genericness] | Refusal<br>Affirmed |  | "SENIOR PLAN" [health<br>services, namely, medical,<br>dental, optometric and<br>psychiatric services made<br>available primarily at<br>medical centers] |   | Carruthers            | No                                 |

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